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**ADT Site Visit  
Boca Raton, FL**

February 23, 2011

## Forward-Looking Statements / Safe Harbor

Certain statements in this presentation are "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. All forward-looking statements involve risks and uncertainties. All statements contained herein that are not clearly historical in nature are forward-looking, and the words "anticipate," "believe," "expect," "estimate," "project" and similar expressions are generally intended to identify forward-looking statements. Any forward-looking statement contained herein, in press releases, written statements or documents filed with the Securities and Exchange Commission ("SEC"), or in Tyco's communications and discussions with investors and analysts in the normal course of business through meetings, webcasts, phone calls and conference calls, regarding expectations with respect to sales, earnings, cash flows, operating and tax efficiencies, product expansion, backlog, the consummation and benefits of acquisitions and divestitures, as well as financings and repurchases of debt or equity securities, are subject to known and unknown risks, uncertainties and contingencies. Many of these risks, uncertainties and contingencies are beyond our control, and may cause actual results, performance or achievements to differ materially from anticipated results, performances or achievements. Factors that might affect such forward-looking statements include, among other things:

- overall economic and business conditions;
- the demand for Tyco's goods and services;
- competitive factors in the industries in which Tyco competes;
- changes in tax requirements (including tax rate changes, new tax laws and revised tax law interpretations);
- results and consequences of Tyco's internal investigations and governmental investigations concerning the Company's governance, management, internal controls and operations including its business operations outside the United States;
- the outcome of litigation and governmental proceedings;
- effect of income tax audit settlements;
- the ratings on our debt and our ability to repay or refinance our outstanding indebtedness as it matures;
- our ability to operate within the limitations imposed by financing arrangements and to maintain our credit ratings;
- interest rate fluctuations and other changes in borrowing costs;
- our ability to execute our portfolio refinement and acquisition strategy, and our ability to integrate acquired businesses;
- other capital market conditions, including availability of funding sources and currency exchange rate fluctuations;
- availability of and fluctuations in the prices of key raw materials, including steel and copper;
- economic and political conditions in international markets, including governmental changes and restrictions on the ability to transfer capital across borders;
- the ability to achieve cost savings in connection with the company's restructuring initiatives;
- potential impairment of our goodwill and/or our long-lived assets;
- the impact of fluctuations in the price of Tyco common shares;
- risks associated with the change in our jurisdiction of incorporation from Bermuda to Switzerland, including the possibility of reduced flexibility with respect to certain aspects of capital management, increased or different regulatory burdens, and the possibility that we may not realize anticipated tax benefits;
- changes in U.S. and non-U.S. government laws and regulations; and
- the possible effects on us of pending and future legislation in the United States that may limit or eliminate potential U.S. tax benefits resulting from Tyco International's jurisdiction of incorporation or deny U.S. government contracts to us based upon Tyco International's jurisdiction of incorporation.

Tyco is under no obligation (and expressly disclaims any obligation) to update its forward-looking statements.



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# Welcome

**John B. Koch**  
*President, ADT North America  
Residential/Small Business*

## Agenda



### UN Room

Noon - 12:45 p.m. Discussion of ADT Residential/Small Business (John Koch)



12:45 - 1:15 p.m. Discussion of Interactive Services (Don Boerema)



1:15 - 1:30 p.m. Break

### Executive Briefing Center



1:30 - 2:00 p.m. Pulse demo

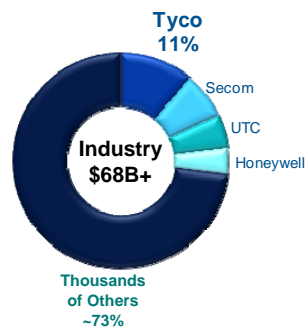
2:00 - 3:00 p.m. Walk through/demos (Arlene Hoffman)

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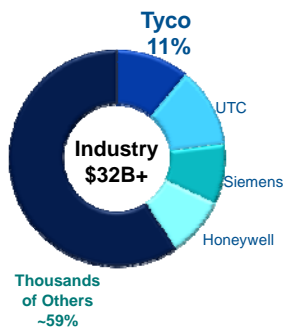


## ADT Is Part Of Tyco's Portfolio Of Businesses

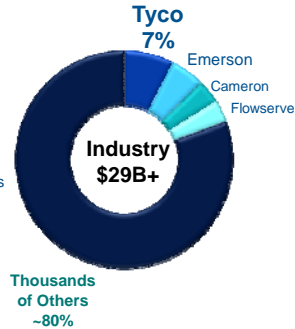
### Global Electronic Security Industry



### Global Fire Industry



### Global Industrial Valves & Controls Industry



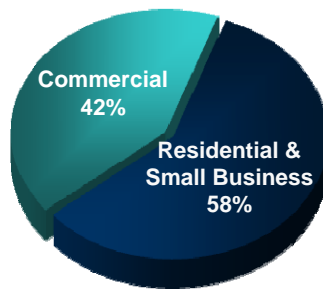
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Source: Freedonia, McIlrain, Industry and Management Estimates



## Following The Broadview Acquisition, We Separated ADT NA Into Two Business Units

2010 North America  
Revenue \$4.4B



2010 North America Composition

	Residential & Small Business	Commercial	Total NA
Revenue	\$2.6B	\$1.8B	\$4.4B
% Recurring	88%	39%	68%
Op Inc*	\$618M	\$189M	\$807M
% Margin	23.8%	10.2%	18.2%
Adjusted EBITDA*	\$1,298M	\$358M	\$1,656M
EBITDA %	50.1%	19.4%	37.3%

The Market Leader in Residential/Small Business Security Services

\* Operating Income before special items, Operating Margin before special items and adjusted EBITDA are Non-GAAP measures. For a reconciliation to the most comparable GAAP measure, please see Appendix.



## In The Subscriber-Based Model, Performance Is Driven By Four Key Factors

	Definition	Focus Areas
<b>Account Growth Rate</b>	Customer additions	<ul style="list-style-type: none"> <li>Multi-channel strategy</li> <li>Sales force reach and effectiveness</li> </ul>
<b>SAC (Subscriber Acquisition Cost)</b>	Costs to establish customer (e.g. install, sales/marketing)	<ul style="list-style-type: none"> <li>Cost effective lead generation</li> <li>Balancing Direct and Dealer models</li> </ul>
<b>RPU (Revenue Per User)</b>	Monthly revenue generated per account	<ul style="list-style-type: none"> <li>Increasing RPU through expansion of offerings</li> </ul>
<b>Disconnect Rate</b>	% of recurring revenue lost	<ul style="list-style-type: none"> <li>Differentiated customer service</li> <li>Contract length and renewal</li> </ul>

Managing The Relationship Throughout The Customer Lifecycle



## Residential/Small Business Areas of Focus

1

Integrate the  
Broadview  
Acquisition



2

Grow revenue  
via solutions  
and expand into  
opportunistic  
segments



3

Position  
distribution  
channels to drive  
growth in a  
changing  
environment



4

Enhance the  
customer  
experience  
to reduce  
attrition



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## 1 Broadview Security Acquisition And Integration




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## Why We Liked The Broadview Security Acquisition




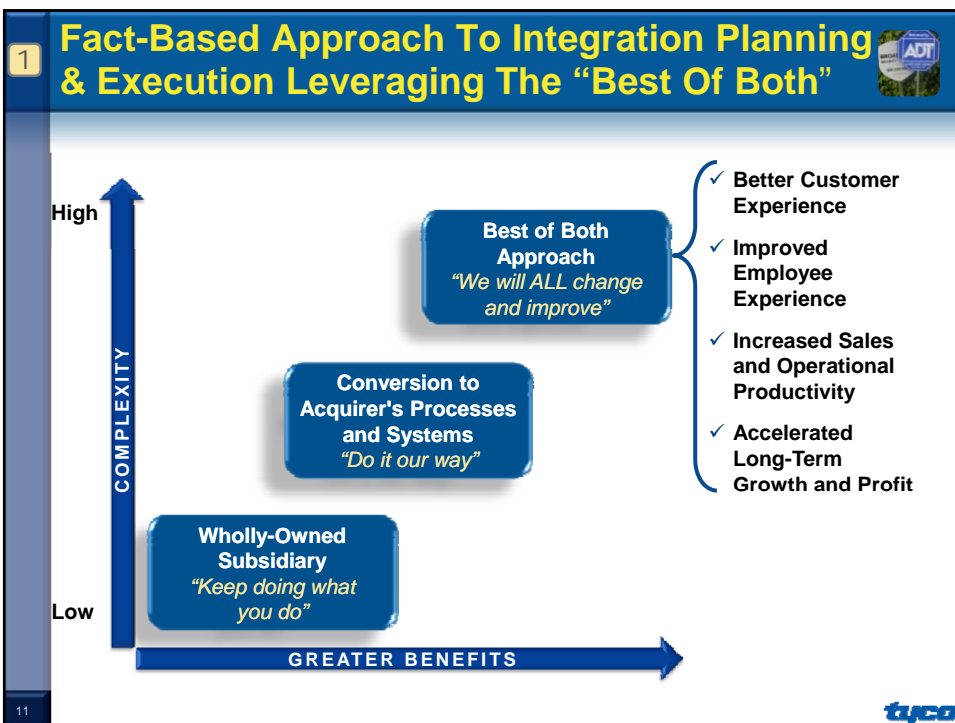
- Exceptional business fit
- Increases our North American residential and small business revenue to \$2.9 billion; over 85% recurring revenue
- Adds strong new account generation capabilities to ADT
- Combination will result in enhanced service offerings for customers
- Significant synergies starting on day one
- Expected to be \$0.10 accretive\* to earnings in FY2011 (\$0.18 accretive\* on a cash basis)

**Will Generate Solid Long-Term Returns for our Shareholders**

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\* Accretive before special items; which include transaction related expenses.






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## Eight Months Into The Integration - We Remain Committed To The “Best Of Both” Approach




	ADT	Broadview
<b>Product Portfolio</b>	<ul style="list-style-type: none"> <li>Interactive services</li> <li>Two-way voice capabilities</li> </ul>	<ul style="list-style-type: none"> <li>Downloading capabilities</li> <li>Bmobile installation technology</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>Lower cost per lead</li> <li>Rebate/pricing structure</li> </ul>	<ul style="list-style-type: none"> <li>Simpler core offerings</li> </ul>
<b>Sales</b>	<ul style="list-style-type: none"> <li>Higher RPU, lower SAC model</li> <li>Credit approval/resale process</li> <li>Takeover effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>Self-generated lead process</li> <li>Inspection &amp; Builders program</li> </ul>
<b>Customer Care</b>	<ul style="list-style-type: none"> <li>Dealers web portal</li> <li>Better Interactive Voice Response (IVR) structure</li> </ul>	<ul style="list-style-type: none"> <li>Single care/billing queue</li> <li>Proactive one-call resolution</li> <li>Single install-to-cash system</li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>Centralized dispatch system, with automated optimization</li> </ul>	<ul style="list-style-type: none"> <li>More effective remote service (fewer field calls)</li> </ul>

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## Our Structured Program Management Approach Ensures Delivery Of Synergy Savings



- Dedicated Program Management Office with Executive Oversight
  - Began during integration planning
  - Continues during integration execution
- Lean/Six Sigma Techniques with Focus on Business Process
- Coordinated Program Milestones
- Detailed Financial Tracking
  - By department
  - Synergies and cost to realize

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# 1 Communicated, Communicated, And Then Communicated Some More

## Intranet – Regular Updates

## Communicate Milestones

**Broadview Security Announces Shareholders Meeting**

This week, Broadview announced that its shareholders will meet on [date]. This vote, like the termination of the antitrust waiting period about [date], is required to complete the acquisition. Also announced was that the [date] 2010, subject to satisfaction of the remaining closing conditions. Until then, ADT and Broadview remain independent competitors in the marketplace.

While integration planning is underway, no actual integration can take place until the vote is finalized. Details as to how ADT and Broadview become one – soon.

If you have questions regarding the acquisition, send them to [comms@adt.com](mailto:comms@adt.com)

## Messages from Leaders

**Tyco Complete Acquisition of ADT**

ADT, Inc. (NYSE: ADT) is pleased to announce the completion of its acquisition of Broadview Security, Inc. (NYSE: BSEC). The acquisition is a significant milestone in the company's growth strategy and will create a leading provider of security services in the United States.

**John B. Koch**  
ADT President

**From the desk of Debbie Wilson**

As the newly formed ADT, we are excited to welcome all Broadview Security employees to the ADT family. We look forward to working together to create a stronger, more unified organization.

## Video

**John Koch, President, ADT North America**

While integration planning is underway, no actual integration can take place until the vote is finalized. Details as to how ADT and Broadview become one – soon.

## Plasma Promos

**Tyco Announces Agreement to Acquire Brink's Home Security Holdings**

ADT for details

## Dealer Communications

ADT for details

## Webcasts

**Benefits of Combining the Two Companies**

Complementary Services and Products:  
• Broaden our sales, innovation and service capabilities

**Learning More About Tyco and ADT**

ADT, Inc. is pleased to announce the completion of its acquisition of Broadview Security, Inc. (NYSE: BSEC). The acquisition is a significant milestone in the company's growth strategy and will create a leading provider of security services in the United States.

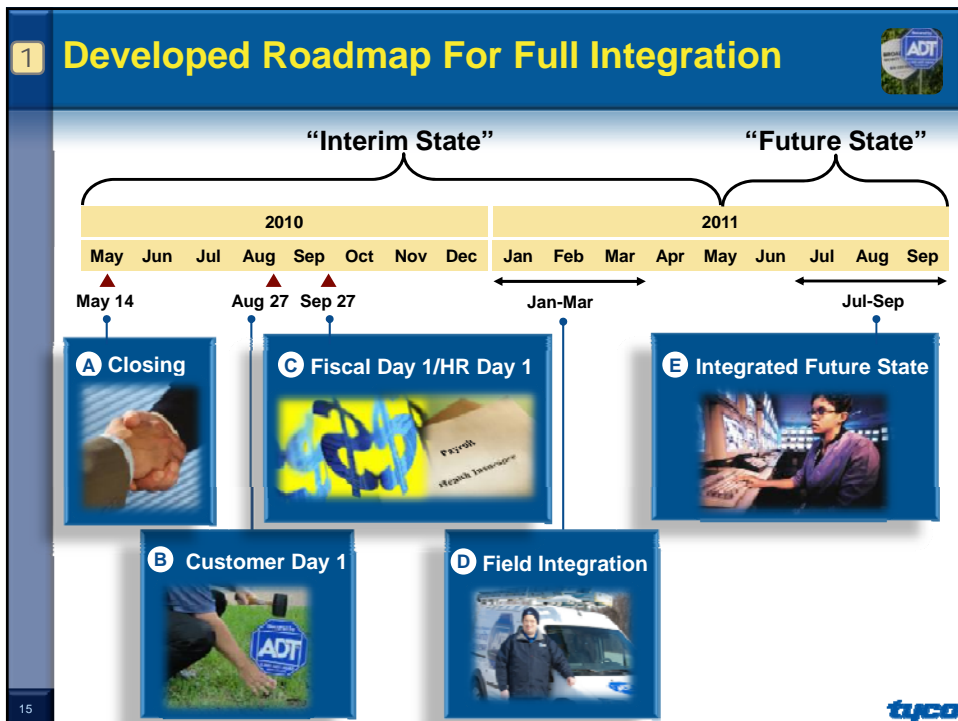
## Venue for Questions

Do you have a question about the integration? Submit your questions to [Communications@adt.com](mailto:Communications@adt.com).

## Leadership Interviews

## Created Communications Do's and Don'ts for Leaders and IMC

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## Grow Revenue Via Solutions And Expand Into Opportunistic Segments



- Pulse Launch
  - Enhancing our Customers' Lifestyle
  - Expanding our Offering
  - Energy Management Opportunity



- Continue to Build Bundled Solutions
- Evolve Home Health

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## Position Distribution Channels To Drive Growth In A Changing Environment



- Continue Direct Sales Force Expansion
- Increase Productivity per Sales Rep



- Develop Alternative Channels (Inspectors/ Builders, Utilities, Broadband, Retail)



- Dealer Channel and Opportunistic Bulk Purchases

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## Enhance Customer Experience To Reduce Attrition



Creating  
Customers  
for Life

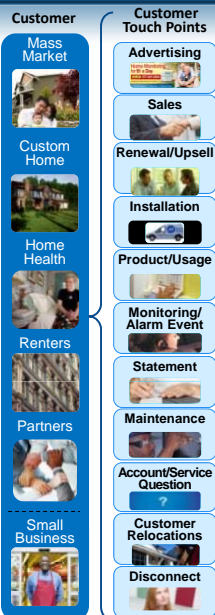


- Drive "Creating Customers for Life" Mission across the Organization
- Leverage Broadview's Best Practices
  - Field Integration
  - Integrated Back-End Systems
  - Customer eServices & Statement
- Improve our Performance at each Customer Touch Point

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## Customer Experience Strategic Architecture



### Customer Experience Responsibilities:

- Refining the Current Customer Touch Points
- Defining the "Ideal" Customer Experience
- Defining the Relevant Drivers/Criteria to be Measured for each Customer Touch Point
- Soliciting Feedback from our Customers and other Relevant Arenas on our Performance for each Customer Touch Point
- Providing Timely Feedback to the Organization on our Performance, Including Issues that Need Immediate Attention
- Analyzing the Results to Identify and Prioritize Opportunities for Improving the Customer Experience
- Determining and Measuring the Critical Drivers of Customer Retention

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## Summary

- **North America Residential / Small Business Security is an Attractive Sector**
  - Although Capital Intensive, Solid Business Model
  - Growth During the Housing Downturn and Recession with Increased Growth Ahead
  - ADT is the Clear Market Leader
- **The Broadview Integration is on Track**
  - “Best of Both” Approach will Improve the Customer Experience
  - Structured and Disciplined Integration Approach Will Ensure We Deliver on Synergy Commitments
- **ADT Pulse™ Interactive Solutions Positions Us Well in a Changing and Competitive Environment**

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**ADT Pulse™**



**Don Boerema**  
*VP & Chief Marketing Officer,  
ADT North America  
Residential/Small Business*

## Our Expansion Into Interactive Services Should Fuel Continued Growth In Revenue

### Security Industry

Past 20+ years

- Intrusion Detection
- Fire/Smoke Detection
- Carbon Monoxide Detection
- Flood Detection



### Interactive Services

2010+

- Security monitoring
- Connectivity and control
- Energy management
- Home and lifestyle management
- Business productivity
- Home health
- Entertainment



Adding Lifestyle To Life Safety

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## Home Security and Automation are Evolving

THEN...



- Wired
- Disparate Technologies
- Limited Bandwidth
- Costly Hardware
- Proprietary solutions
- High-end Consumers

NOW...



- Wireless
- Integrated Technologies
- Ubiquitous Bandwidth
- Affordable Hardware
- Open Standards
- Mass Market

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## Interactive Capabilities From any Internet-Connected Device Anywhere in the World



Remote arming/disarming of security systems



Viewable video from triggered events

Receive notifications and establish schedules and automations



Lighting, HVAC and energy management



"Glance-able" content



Will Help Fuel Revenue-per-user Growth And Customer Retention

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## ADT Pulse™ Will Integrate With Numerous Devices

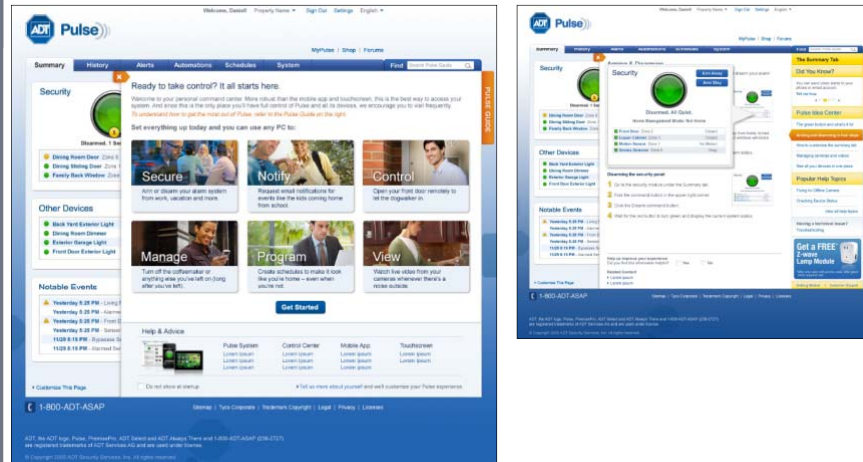
*ADT can integrate home control systems with zwave technology*



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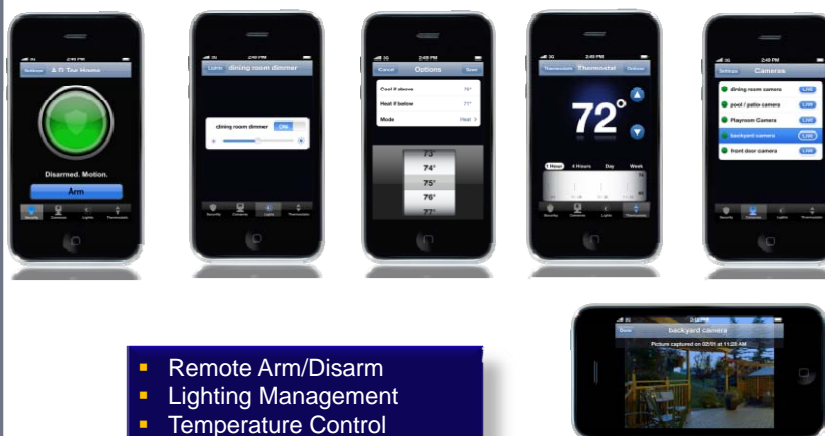
## Supported With A Personalized Customer Portal



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## Mobile Applications On All Mobile Platforms



- Remote Arm/Disarm
- Lighting Management
- Temperature Control
- Live Video and Snapshots

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## New Customer Touchscreen With Content



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## ADT Pulse Interactive Solutions

	ADT Pulse™ Select	ADT Pulse™ Advantage	ADT Pulse™ Premier
24/7 Intrusion & Fire Monitoring	✓	✓	✓
Remote Arm & Disarm / iPhone App	✓	✓	✓
Alerts & Event Notification	✓	✓	✓
Lighting and Climate Control/ZWave		✓	✓
Video			✓
Touchscreen with Content			✓
QSP/P-QSP	✓	✓	✓

ADT Pulse Interactive Solutions Is Fully Upgradable At Any Time

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## The New ADT Look And Feel



Consumer Brochures:



Website:



Residential & Business TV Ads:

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## ADT Pulse™ Internet Sites



www.findyourpulse.com

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## Social Media And Mobile Advertising

Facebook

Pulse

tremor media

Technorati

AOL

Google

admob

six apart

bing

LUXURY LINK

millennial media

digg

YAHOO!

cafe mom

YouTube

Local Targeting

Target by:

- Location
- Device
- Carrier

Example:

- Android users
- with AT&T
- in Chicago

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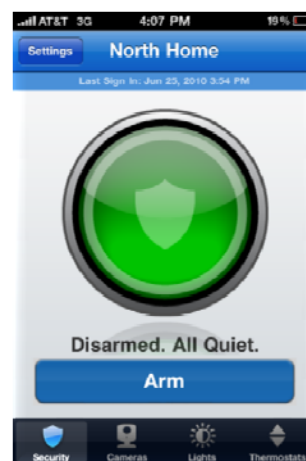
## ADT Pulse™ iPhone Downloads

- Hundreds of ratings and reviews

### Sample Review:

*"Love this app and system. The wait and price was right for being able to set my home on schedules to arm, turn on/off, set thermostat and so much more. It's kinda like the Jetsons has come to life and this system is Rosie :)"*

- Tens of thousands of downloads and leads



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## Public Relations Has Added New Depth To ADT's Media Outreach

Fresh media for Pulse has generated over **51M impressions**

**ADT Pulse One-Year Free Subscription and Installation Giveaway**  
www.adtpulse.com

One lucky winner will receive a one-year basic subscription and home installation of an ADT Pulse basic package from ADT security systems. Approx. retail value: \$2,000. [adtpulse.com](http://adtpulse.com)

ADT Pulse is a new smart home solution that gives consumers the freedom, flexibility and ability to help protect their family and manage their home from almost anywhere in the world via their smartphone or computer. Providing the ultimate in home management, ADT Pulse is customizable for specific lifestyles, whether you're a busy mom or a businesswoman. The interactive system allows you to remotely control home lighting and thermostats, turn appliances on and off, or even receive text and email alerts and video of events taking place at home. ADT Pulse helps give you round-the-clock peace of mind because now, keeping in touch with your home and family is literally at your fingertips, no matter where you are.

After the free year's subscription, the annual fee to continue using the ADT Pulse basic package is approximately \$570.



THE WALL STREET JOURNAL

InStyle



San Jose Mercury News



## ADT Pulse™ Is Gaining Recognition



- All NBC affiliates nationwide
- 2.8 million viewers
- January 4, 2011



- Consumer Electronics Show
- 177 TV & radio stations
- 3.8 million viewers & listeners
- January 6, 2011



- International Builder's Show
- 210 TV & radio stations
- 2.6 million viewers & listeners
- January 20, 2011



Electronic House 2011 product of the year



Favorite tech product of 2010 – Rob Enderle, analyst



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## Q&A

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## Non-GAAP Reconciliations

## 2010 Adjusted EBITDA Reconciliation

\$M

	Residential/ Small Business		Commercial				Security	
	NA	NA	NA	EMEA	ROW		Products	Solutions
Revenue	\$ 2,592	\$ 1,844	\$ 4,436	\$ 1,738	\$ 1,207	\$ 353	\$ 7,734	
Operating Income	\$ 567	\$ 187	\$ 754	\$ 159	\$ 142	\$ 35	\$ 1,090	
Restructuring and asset impairment charges, net	\$ 51	\$ 2	\$ 53	\$ (14)	\$ 9	\$ 2	\$ 50	
Operating Income Before Special Items	\$ 618	\$ 189	\$ 807	\$ 145	\$ 151	\$ 37	\$ 1,140	
Operating Margin Before Special Items	23.8%	10.2%	18.2%	8.3%	12.5%	10.5%	14.7%	
Depreciation & Amortization	\$ 680	\$ 169	\$ 849	\$ 73	\$ 97	\$ 12	\$ 1,031	
Adjusted EBITDA	\$ 1,298	\$ 358	\$ 1,656	\$ 218	\$ 248	\$ 49	\$ 2,171	
Adjusted EBITDA Margin	50.1%	19.4%	37.3%	12.5%	20.5%	13.9%	28.1%	

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## Non-GAAP Measures

"Operating income before special items" and "operating margin before special items" are non-GAAP measures and should not be considered replacements for GAAP results. The company has presented its net operating income and margin before special items. Special Items include charges and gains related to divestitures, acquisitions, restructurings, impairments, legacy legal and tax charges and other income or charges that may mask the underlying operating results and/or business trends of the company or business segment, as applicable. The company utilizes operating income and margin before special items to assess overall operating performance and segment level core operating performance, as well as to provide insight to management in evaluating overall and segment operating plan execution and underlying market conditions. They may be used as components in the company's incentive compensation plans. Operating income and operating margin before special items are useful measures for investors because they permit more meaningful comparisons of the company's underlying operating results and business trends between periods. The difference between income and EPS from continuing operations before special items and income and EPS from continuing operations (the most comparable GAAP measures) consists of the impact of charges and gains related to divestitures, acquisitions, restructurings, impairments, legacy legal and tax charges and other income or charges that may mask the underlying operating results and/or business trends. Operating income and margin before special items do not reflect any additional adjustments that are not reflected in income from continuing operations before special items. The limitation of these measures is that they exclude the impact (which may be material) of items that increase or decrease the company's reported operating income and margin and operating income and EPS from continuing operations. This limitation is best addressed by using the non-GAAP measures in combination with the most comparable GAAP measures in order to better understand the amounts, character and impact of any increase or decrease on reported results.

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